



After many years of successfully working the markets in the Gulf from the company's site in Meßstetten-Tieringen, the new Interstuhl showroom was opened in Jumeirah Lakes Towers, "JLT" for short, in Dubai on 23 November. The Gulf region offers enormous growth potential and, true to the motto "think global - act local", it was a logical step for Interstuhl to create an on-site presence in this region too.

More than 80 guests, including existing customers and partners from the GCC Region, representatives of the UAE government and the local chamber of commerce, as well as renowned international and regional consultants, accepted the invitation to the grand opening event.

In addition to product presentations, the newly created presence in the Gulf will also be used in the future for training, A&D events and regional dealer conferences, and especially for all those with an interest in Interstuhl locally. A renowned German office furniture manufacturer, C+P Möbelsysteme, with whom numerous successful projects have already been realised in the GCC Region, has also been won as a partner for the showroom.

Alongside the product presentations, turnkey solutions and specific product applications will now also be demonstrated live to the visitors.